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CURRENT INDUSTRIAL REPORTS

Electric Housewares and Fans

1985

MA36E(85)-1
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U.S. Department of Commerce
BUREAU OF THE CENSUS

SUMMARY OF FINDINGS

In 1985, manufacturers' shipments of electric fans totaled $530 million, a decrease of 10 percent from the 1984 total of $589 million. The 1985 value for electric razors and dry shavers and other small household electric appliances totaled $1,940 million, a decrease of 6 percent from the 1984 figure of $2,068 million. A description of the survey methodology and related information appears on page 9.

Table 1. VALUE OF SHIPMENTS OF ELECTRIC HOUSEWARES AND FANS, BY CLASS OF PRODUCT: 1976 TO 1985

(Millions of dollars)

Product code	Product description	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976
36341	Electric fans, except industrial type.....	530.1	589.4	561.9	600.2	660.6	596.5	474.2	341.7	258.1	210.5
36345	Electric razors and dry shavers[1].....	1,939.6	2,068.0	1,966.5	1,942.7	2,062.8	2,069.9	2,009.1	1,847.3	1,834.0	1,753.2
	Small household electric appliances[1].....										

[1]For 1976 and earlier years, electric razors and dry shavers were identified as product class 36342, and other small household electric appliances were identified as product class 36343.

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Table 2. QUANTITY AND VALUE OF SHIPMENTS OF ELECTRIC HOUSEWARES AND FANS, BY PRODUCT: 1985 AND 1984

(Quantity in number of units; value in thousands of dollars)

Product code	Product description	Number of companies	1985		1984	
			Quantity	Value	Quantity	Value
36341 —	Electric fans, except industrial type	34	19,575,288	530,055	23,230,948	589,371
	Desk and wall bracket (all sizes):					
36341 37	Oscillating	6	3,168,765	51,934	4,972,698	76,801
36341 51	Nonoscillating	4				
	Window (household) permanent type:					
36341 75	20-inch reversible and nonreversible	3	443,688	11,746	463,477	13,130
36341 77	Other than 20-inch reversible and nonreversible types	3				
36341 81	Portable window fans (suitcase type), all sizes	7	5,562,829	101,629	7,102,896	110,097
36341 83	Roll-aboute (mounted on portable stand), all sizes	3				
	Electric range hoods:					
36341 84	Ducted	14	1,105,417	56,946	1,156,049	56,713
36341 85	Nonducted	11	1,349,906	40,133	1,275,607	39,986
36341 86	Oven hoods, ducted and nonducted types	4	185,319	8,725	r107,486	r6,327
36341 91	Ceiling fans	14	5,441,978	210,899	5,582,090	228,927
36341 92	All other household type ventilating and exhaust fans	5	2,337,386	48,043	r2,370,645	r57,390
36341 98	All other electric fans	4				
36345 —	Small electrical appliances, including electric razors and dry shavers	97	(X)	1,939,593	(X)	2,068,010
	Electric razors and dry shavers:					
36345 13	Men's	2	(D)	(D)	(D)	(D)
36345 15	Ladies'	2	(D)	(D)	(D)	(D)
	Broilers:					
36345 16	Without rotisseries	7	508,568	18,560	r560,243	19,377
36345 17	With rotisseries	1				
	Automatic coffee makers:					
36345 18	Drip type	12	9,936,011	203,932	11,105,854	255,303
36345 19	Percolator or vacuum type	6	2,774,466	38,127	2,761,228	39,235
36345 21	Urn type	5	817,356	19,477	888,592	20,813
36345 23	Deep fat fryers	7	1,626,640	18,187	r1,657,927	20,031
36345 24	Ovens and roasters (with or without broiler)	9	3,575,908	152,102	r3,759,886	r138,230
36345 29	Hot plates and disc stoves (1,650 watts or less)	10	1,289,335	17,655	1,314,870	18,023
36345 36	Automatic toasters	5	8,246,485	106,187	7,879,881	100,200
36345 39	Waffle irons, sandwich grills, griddles, and combinations	12	1,521,644	37,061	1,719,158	r39,569
36345 42	Frying pans (skillets)	9	2,837,642	61,603	3,016,436	r68,439
	Air space heaters:					
	Portable room heaters:					
36345 43	Fan forced type	17	3,232,521	71,553	3,735,400	75,245
36345 44	Other than fan forced (convector, radiant)	13	967,037	24,429	1,088,928	27,208
	For fixed installation, all types:					
36345 45	Baseboard, except glass panel types	14	2,363,328	49,909	r2,529,634	r52,980
36345 47	Other than baseboard	14	1,346,071	49,465	1,414,033	53,400
	Corn poppers:					
36345 54	Hot-air type	4	4,075,299	46,231	2,715,360	30,666
36345 55	Other than hot-air type	6			922,497	11,122
36345 49	Other household type electric cooking and heating appliances (immersion heaters, faucet attachment water heaters, steam radiators, pressure cookers, casseroles, nonautomatic toasters, nonautomatic coffee makers, automatic saucepans, warming trays, food warmers etc.) except covers and controls for the above when shipped separately	22	(X)	96,374	(X)	108,315
	Other small electric appliances:					
	Electric irons:					
	Standard household:					
36345 50	Steam and spray	4	6,834,029	104,378	7,842,875	112,250
36345 63	Other than steam auto type	2				
	Household food mixers:					
36345 71	Hand (portable)	7	2,848,824	34,987	3,182,878	34,447
36345 75	Stand type	5	1,217,000	92,402	1,212,628	93,331
36345 76	Blenders (liquefiers)	4	4,200,271	89,473	4,075,118	89,158
36345 77	Ice crushers	3				
36345 81	Household food processors	7	1,642,642	62,789	1,650,307	62,757
36345 82	Household food preparation appliances, except food mixers (drink mixers, whippers, etc.)	12	1,484,079	31,524	1,347,593	31,376
36345 83	Electric blankets	3	4,785,605	128,015	4,939,923	128,603
36345 85	Electric bed coverings, except blankets	6	810,639	17,213	653,799	13,788
36345 87	Electric heating pads	6	3,823,306	30,083	3,815,523	29,730
36345 88	Electric knives	2	(D)	(D)	(D)	(D)
36345 91	Electric toothbrushes	2	(D)	(D)	(D)	(D)
36345 92	Portable air purifiers	5	(D)	(D)	(D)	(D)
36345 93	Can openers (single-purpose units, combination units such as can opener-knife sharpener combinations)	9	4,961,039	53,394	5,879,560	72,420
	Hair dryers:					
36345 94	With bonnets	3	367,063	5,707	566,961	5,418
36345 95	Without bonnets	2				
36345 96	Portable humidifiers	9	2,706,039	26,295	2,978,246	31,053
36345 97	Knife sharpeners	1	(D)	(D)	(D)	(D)
36345 98	Other small electric appliances, including curling irons, vibrators, portable dehumidifiers, etc.	33	(X)	138,081	(X)	141,321

(D) Data withheld to avoid disclosing figures for individual companies. rRevised by 5 percent or more from previously published figures.
(X) Not applicable.

Table 3. COMPARISON OF VALUES OF SHIPMENTS OF ELECTRIC HOUSEWARES AND FANS, AS REPORTED IN THE MA36E, THE 1984 ANNUAL SURVEY OF MANUFACTURES, AND THE 1982 CENSUS OF MANUFACTURES

(Value in thousands of dollars)

Product code	Product description	1984			1982	
			Annual Survey of Manufactures			
		MA36E	Value	Standard error of estimates[1]	MA36E	Census of Manufactures
3634	Electric housewares and fans	(X)	2,997.8	2	(X)	2,845.6
36341	Electric fans (except industrial types), excluding parts	589.4	564.4	1	600.2	592.3
36345	Small household electric appliances, excluding parts	2,068.0	2,121.7	3	1,942.7	1,977.3
36349	Parts and attachments for electric fans and small household electric appliances	(X)	248.2	2	(X)	210.6
36340 00	Electric housewares and fans n.s.k., typically for establishments with 20 employees or more (see note)	(2)	63.5	5	(2)	37.9
36340 02	Electric housewares and fans n.s.k., typically for establishments with less than 20 employees (see note)					27.9

Note: In the 1982 Census of Manufactures, shipments data for establishments of small companies, typically those with fewer than 20 employees, were estimated from administrative records data rather than collected on census questionnaires. These shipments are included in product code 36340 02. Products not adequately identified by detail product were coded to the appropriate product class (five-digits) followed by "00," or in some cases to the appropriate industry (four-digits) followed by "000."

N.s.k. Not specified by kind. (X) Not applicable. CIR MA36E does not include parts and attachments for electric fans and small household electric appliances.

[1] The annual survey of manufactures percentage standard errors shown are the approximate relative errors of the estimates of level. A more detailed description of the standard error of estimate is given in the introduction of the annual survey of manufactures, Value of Product Shipments, M84(AS)-2, under "Qualifications of the Data."

[2] Available only from the annual survey of manufactures and census of manufactures. Most of these data are derived from administrative records. See note above.

Table 4. SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION OF ELECTRIC HOUSEWARES AND FANS: 1985

(Quantity in number of units; value in thousands of dollars)

Product code[1]	Product description	Manufacturers' shipments		Exports of domestic merchandise[1,2]			Percent exports to manufacturers' shipments		Imports for consumption[1,4]		Apparent consumption[5]		Percent imports to apparent consumption	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Estimated producers' value[3]	Quantity	Value	Quantity	Value in foreign country	Quantity	Value	Quantity	Value
	Electric fans, except industrial:													
	Desk and wall bracket:													
36341 37	Oscillating (all sizes)													
36341 51	Nonoscillating (all sizes)													
	Window (household) permanent type:													
36341 75	20-inch reversible and nonreversible													
36341 77	Other than 20-inch reversible and nonreversible													
36341 81	Portable window fans (household, suitcase type) all sizes													
36341 83	Roll-abouts (mounted on portable stand), all sizes	19,575,288	530,055	(X)	43,681	37,466	(X)	7	(X)	692,980	(X)	1,185,569	(X)	59
	Electric range hoods:													
36341 84	Ducted													
36341 85	Nonducted													
36341 86	Oven hoods, ducted and nonducted													
36341 91	Ceiling fans													
36341 92	All other household type ventilating and exhaust fans													
36341 98	All other electric fans, except industrial													
	Automatic coffee makers:													
36345 18	Drip type													
36345 19	Percolator or vacuum type	13,527,833	261,536	783,320	13,051	11,194	6	4	2,989,649	62,549	15,734,162	312,891	19	20
36345 21	Urn type													
36345 36	Automatic toasters	8,246,485	106,187	838,677	12,026	10,315	10	10	833,375	9,166	8,241,183	105,038	10	9
	Broilers:													
36345 16	Without rotisseries													
36345 17	With rotisseries													
36345 23	Deep fat fryers, excluding covers and controls shipped separately													
36345 24	Ovens and roasters (with or without broiler attachments)													
36345 29	Hot plates and disc stoves (1,650 watts and less), except built-in-units													
36345 39	Waffle irons, sandwich grills, griddles, and combinations													
36345 42	Frying pans (skillets), excluding covers and controls shipped separately	(X)	447,773	1,475,991	42,507	36,459	(X)	8	3,822,450	140,371	(X)	551,685	(X)	26
	Corn poppers:													
36345 54	Hot-air type													
36345 55	Other than hot-air type													
36345 49	Other household type electric cooking and heating appliances, including such items as immersion heaters, faucet attachment water heaters, steam radiators, pressure cookers, casseroles, crock pots (slow cookers), nonautomatic toasters, nonautomatic coffeemakers, automatic saucepans, warming trays, food warmers, etc., excluding covers and controls shipped separately													
	Household food mixers, including value of standard attachments sold with mixers:													
36345 71	Hand (portable)													
36345 75	Stand type													
36345 76	Blenders (liquefiers)													
36345 77	Ice crushers	11,392,816	311,175	412,749	13,409	11,501	4	4	5,001,645	57,084	15,981,712	356,758	31	16
36345 81	Household food processors													
36345 82	Household food preparation appliances, except food mixers, including drink mixers, whippers, juicers, grinders													
36345 93	Can openers (single-purpose units, combination units such as can opener-knife sharpener)	4,961,039	53,394	98,125	1,168	1,002	2	2	2,203,158	15,247	7,066,072	67,639	31	23
	Electric irons:													
	Standard household:													
36345 50	Steam and spray													
36345 63	Other than steam auto type (thermostat controlled heat)	6,834,029	104,378	529,023	5,838	5,008	8	5	7,453,674	85,556	13,758,680	184,926	54	46

See footnotes at end of table.

Table 4. SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION OF ELECTRIC HOUSEWARES AND FANS: 1985—Continued

(Quantity in number of units; value in thousands of dollars)

Product code[1]	Product description	Manufacturers' shipments		Exports of domestic merchandise[1,2]			Percent exports to manufacturers' shipments		Imports for consumption[1,4]		Apparent consumption[5]		Percent imports to apparent consumption	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Estimated producers' value[3]	Quantity	Value	Quantity	Value in foreign country	Quantity	Value	Quantity	Value
	Electric razors and dry shavers:													
36345 13	Men's	(D)	(D)	481,019	5,164	4,430	(NA)	(NA)	6,893,039	99,995	(NA)	(NA)	(NA)	(NA)
36345 15	Ladies'													
36345 83	Electric blankets	4,785,605	128,015	[6]124,007	[6]1,206	[6]1,035	[6]3	[6]1	[6]1,242,656	[6]6,093	[6]5,904,254	[6]133,073	[6]21	[6]5
	Air space heaters:													
	Portable room heaters:													
36345 43	Fan forced type	7,908,957	195,356	525,288	12,552	10,766	7	6	8,059,968	78,447	15,443,637	263,037	52	30
36345 44	Other than fan forced type (convector, radiant, etc.)													
	For fixed installation, all types:													
36345 45	Baseboard, excluding glass panel type													
36345 47	Other than baseboard, excluding warm air furnaces													
36345 85	Electric bed coverings, except blankets, including sheets, mattress covers, and comforts)													
36345 87	Electric heating pads, including foot warmers													
36345 88	Electric knives													
36345 92	Portable air purifiers													
	Hair dryers:													
36345 94	With bonnets	(X)	(D)	(X)	29,717	25,489	(X)	(NA)	(X)	222,177	(X)	(NA)	(X)	(NA)
36345 95	Without bonnets													
36345 91	Electric toothbrushes													
36345 96	Portable humidifiers													
36345 97	Knife sharpeners													
36345 98	Other small electric appliances, including curling irons, vibrators, etc.													

(D) Data withheld to avoid disclosing figures for individual companies. (NA) Not available. (X) Not applicable.

[1] For comparison of SIC-based product codes with Schedule B export numbers and TSUSA import numbers, see table 6.

[2] Source: Bureau of the Census report EM 546, U.S. Exports.

[3] These values were derived by use of adjustment factors to exclude freight, insurance, and other charges incurred in moving goods to the port of export. This adjustment is made to convert the values to an approximation of the producers' value of exported goods. Current adjustment factors are based on data for 1983 which are published in Origin of Exports of Manufactured Products, M83(AS)-5, appendix B. The adjustment factor for this report is 0.8577.

[4] Source: Bureau of the Census report IM 145-X, U.S. Imports for Consumption and General Imports.

[5] Apparent consumption is derived by subtracting exports from the total of manufacturers' shipments plus imports.

[6] Not exactly comparable as imports and exports include some nonelectric as well as electric blankets.

Table 5. SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION OF ELECTRIC HOUSEWARES AND FANS: 1984

(Quantity in number of units; value in thousands of dollars)

Product code[1]	Product description	Manufacturers' shipments		Exports of domestic merchandise[1,2]			Percent exports to manufacturers' shipments		Imports for consumption[1,4]		Apparent consumption[5]		Percent imports to apparent consumption	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Estimated producers' value[3]	Quantity	Value	Quantity	Value in foreign country	Quantity	Value	Quantity	Value
	Electric fans, except industrial:													
	Desk and wall bracket:													
36341 37	Oscillating (all sizes)													
36341 51	Nonoscillating (all sizes)													
	Window (household) permanent type:													
36341 75	20-inch reversible and nonreversible													
36341 77	Other than 20-inch reversible and nonreversible													
36341 81	Portable window fans (household, suitcase type) all sizes													
36341 83	Roll-abouts (mounted on portable stand), all sizes	23,230,948	589,371	(X)	50,001	42,026	(X)	7	(X)	718,420	(X)	1,265,765	(X)	57
	Electric range hoods:													
36341 84	Ducted													
36341 85	Nonducted													
36341 86	Oven hoods, ducted and nonducted													
36341 91	Ceiling fans													
36341 92	All other household type ventilating and exhaust fans													
36341 98	All other electric fans, except industrial													
	Automatic coffee makers:													
36345 18	Drip type	14,755,674	315,351	721,347	14,263	11,988	5	4	1,864,001	41,392	15,898,328	344,755	12	12
36345 19	Percolator or vacuum type													
36345 21	Urn type													
36345 36	Automatic toasters	7,879,886	100,200	816,456	11,783	9,904	10	10	523,698	5,495	7,587,128	95,791	7	6
	Broilers:													
36345 16	Without rotisseries													
36345 17	With rotisseries													
36345 23	Deep fat fryers, excluding covers and controls shipped separately													
36345 24	Ovens and roasters (with or without broiler attachments)													
36345 29	Hot plates and disc stoves (1,650 watts and less), except built-in-units													
36345 39	Waffle irons, sandwich grills, griddles, and combinations													
36345 42	Frying pans (skillets), excluding covers and controls shipped separately	(X)	473,772	1,519,272	54,342	45,674	(X)	10	3,081,991	43,783	(X)	471,881	(X)	9
	Corn poppers:													
36345 54	Hot-air type													
36345 55	Other than hot-air type													
36345 49	Other household type electric cooking and heating appliances, including such items as immersion heaters, faucet attachment water heaters, steam radiators, pressure cookers, casseroles, crock pots (slow cookers), nonautomatic toasters, nonautomatic coffeemakers, automatic saucepans, warming trays, food warmers, etc., excluding covers and controls shipped separately													
	Household food mixers, including value of standard attachments sold with mixers:													
36345 71	Hand (portable)													
36345 75	Stand type													
36345 76	Blenders (liquefiers)													
36345 77	Ice crushers	11,468,524	311,069	499,403	16,115	13,545	4	4	4,555,606	57,566	15,524,727	355,090	29	16
36345 81	Household food processors													
36345 82	Household food preparation appliances, except food mixers, including drink mixers, whippers, juicers, grinders													
36345 93	Can openers (single-purpose units, combination units such as can opener-knife sharpener)	5,879,560	72,420	177,358	2,291	1,926	3	3	1,388,033	10,134	7,090,235	80,628	20	13
	Electric irons:													
	Standard household:													
36345 50	Steam and spray	7,842,875	112,250	452,846	4,698	3,949	6	4	7,637,729	84,388	15,027,758	192,689	51	44
36345 63	Other than steam auto type (thermostat controlled heat)													

See footnotes at end of table.

Table 5. SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION OF ELECTRIC HOUSEWARES AND FANS: 1984--Continued

(Quantity in number of units; value in thousands of dollars)

Product code[1]	Product description	Manufacturers' shipments		Exports of domestic merchandise[1] [2]			Percent exports to manufacturers' shipments		Imports for consumption[1] [4]		Apparent consumption[5]		Percent imports to apparent consumption	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Estimated producers' value[3]	Quantity	Value	Quantity	Value in foreign country	Quantity	Value	Quantity	Value
	Electric razors and dry shavers:													
36345 13	Men's	(D)	(D)	447,736	5,285	4,442	(NA)	(NA)	5,365,664	81,414	(NA)	(NA)	(NA)	(NA)
36345 15	Ladies'													
36345 83	Electric blankets	4,939,923	128,603	[6]125,582	[6]7,670	[6]6,447	[6]3	[6]5	[6]697,749	[6]3,940	[6]5,512,090	[6]126,096	[6]13	[6]3
	Air space heaters:													
	Portable room heaters:													
36345 43	Fan forced type													
36345 44	Other than fan forced type (convector, radiant, etc.)	8,787,995	208,833	471,237	11,545	9,704	5	5	6,657,719	59,863	14,974,477	258,992	45	23
	For fixed installation, all types:													
36345 45	Baseboard, excluding glass panel type													
36345 47	Other than baseboard, excluding warm air furnaces													
36345 85	Electric bed coverings, except blankets, including sheets, mattress covers, and comforts)													
36345 87	Electric heating pads, including foot warmers													
36345 88	Electric knives													
36345 92	Portable air purifiers													
	Hair dryers:													
36345 94	With bonnets	(X)	(D)	(X)	21,507	18,077	(X)	(NA)	(X)	310,961	(X)	(NA)	(X)	(NA)
36345 95	Without bonnets													
36345 91	Electric toothbrushes													
36345 96	Portable humidifiers													
36345 97	Knife sharpeners													
36345 98	Other small electric appliances, including curling irons, vibrators, etc.													

(D) Data withheld to avoid disclosing figures for individual companies. (NA) Not available. (X) Not applicable.

[1] For comparison of SIC-based product codes with Schedule B export numbers and TSUSA import numbers, see table 6.

[2] Source: Bureau of the Census report EM 546, U.S. Exports.

[3] These values were derived by use of adjustment factors to exclude freight, insurance, and other charges incurred in moving goods to the port of export. This adjustment is made to convert the values to an approximation of the producers' value of exported goods. Current adjustment factors are based on data for 1981 which are published in Origin of Exports of Manufactured Products, M81(AS)-5, appendix B. The adjustment factor for this report is 0.8405.

[4] Source: Bureau of the Census report IM 145-X, U.S. Imports for Consumption and General Imports.

[5] Apparent consumption is derived by subtracting exports from the total of manufacturers' shipments plus imports.

[6] Not exactly comparable as imports and exports include some nonelectric as well as electric blankets.

Table 6. COMPARISON OF STANDARD INDUSTRIAL CLASSIFICATION-BASED PRODUCT CODES, SCHEDULE B EXPORT NUMBERS, AND TSUSA IMPORT NUMBERS: 1985

Product code	Product description	Export number[1]	Product description	Import number[2]	Product description
	Electric fans, except industrial				
	Desk and wall bracket:				
36341 37	Oscillating (all sizes)				
36341 51	Nonoscillating (all sizes)				
	Window (household) permanent type:				
36341 75	20-inch reversible and nonreversible				
36341 77	Other than 20-inch reversible and nonreversible				
36341 81	Portable window fans (household, suitcase type) all sizes	661.1010	Electric fans, other than for permanent installation	661.0610	Electric fans, other than for permanent installation
36341 83	Roll-abouts (mounted on portable stand), all sizes	661.1030	Other fans and blowers	661.0630	Other fans and blowers
	Electric range hoods:				
36341 84	Ducted				
36341 85	Nonducted				
36341 86	Oven hoods, ducted and nonducted types				
36341 91	Ceiling fans				
36341 92	All other household type ventilating and exhaust fans				
36341 98	All other electric fans, except industrial				
	Automatic coffee makers:				
36345 18	Drip type				
36345 19	Percolator or vacuum type	684.3520	Coffeemakers, portable	684.2020	Coffeemakers, portable
36345 21	Urn type				
36345 36	Automatic toasters	684.3510	Toasters, portable	684.2010	Toasters, portable
	Broilers:				
36345 16	Without rotisseries				
36345 17	With rotisseries				
36345 23	Deep fat fryers, excluding covers and controls shipped separately				
36345 24	Ovens and roasters (with or without broiler attachments)				
36345 29	Hot plates and disc stoves (1,650 watts and less), except built-in-units				
36345 39	Waffle irons, sandwich grills, griddles, and combinations	684.3530	Portable electrothermic kitchen and household appliances	684.2040	Cooking and food-warming appliances
36345 42	Frying pans (skillets), excluding covers and controls shipped separately	684.3540	Nonportable cooking and food warming appliances	684.2080	Other electrothermic kitchen and household appliances
	Corn poppers:				
36345 54	Hot-air type	684.3560	All other nonportable electrothermic kitchen and household appliances		
36345 55	Other than hot-air type				
36345 49	Other household type electric cooking and heating appliances, including such items as immersion heaters, faucet attachment water heaters, steam radiators, pressure radiators, pressure cookers, casseroles, crock pots (slow cookers), nonautomatic toasters, nonautomatic coffeemakers, automatic saucepans, warming trays, food warmers, etc., excluding covers and controls shipped separately				
	Household food mixers, including value of standard attachments sold with mixers:				
36345 71	Hand (portable)				
36345 75	Stand type				
36345 76	Blenders (liquefiers)				
36345 77	Ice crushers	683.3205	Food blenders, food mixers, and juice extractors	683.3210	Food blenders
				683.3213	Food mixers
36345 81	Household food processors			683.3230	Juice extractors
36345 82	Household food preparation appliances, except food mixers, including drink mixers, whippers, juicers, grinders	683.3225	Food grinders, slicers, and choppers	683.3235	Food grinders, slicers, and choppers
36345 93	Can openers (single-purpose units, combination units such as can opener-knife sharpener)	683.3220	Can openers (including combination units), electromechanical	683.3220	Can openers (including combination units)
	Electric irons:				Flatirons:
36345 50	Steam and spray			684.1000	Travel type
36345 63	Other than steam auto type (thermostat controlled heat)	684.0500	Flatirons, electric	684.1500	Other
	Electric razors and dry shavers:				
36345 13	Men's	683.5020	Electric shavers	683.5020	Electric shavers
36345 15	Ladies'				
				363.0510	Cotton blankets[3]
					Wool blankets[3]
		363.1620	Cotton blankets[3]		Not over 3 yards in length:
36345 83	Electric blankets	363.1640	Electric blankets other than cotton	363.1020	Baby carriage robes, lap robes, and steamer rugs
				363.1040	Other
				363.1500	Over 3 yards in length
				363.2562	Blankets of manmade fibers[3]
	Air space heaters:				
	Portable room heaters:				
36345 43	Fan forced type				
36345 44	Other than fan forced type (convector, radiant, etc.)				
	For fixed installation, all types:	684.4071	Electric immersion heaters and space heating apparatus (including furnaces)	684.4020	Electric space heating apparatus
36345 45	Baseboard, excluding glass panel type				
36345 47	Other than baseboard, excluding warm air furnaces				
36345 85	Electric bed coverings, except blankets, including sheets, mattress covers, and comforts				
36345 87	Electric heating pads, including foot warmers				
06345 88	Electric knives				
36345 92	Portable air purifiers				
	Hair dryers:			684.4805	Dryers
36345 94	With bonnets			684.4810	Curlers
36345 95	Without bonnets	684.6020	Hairdressing appliances, electric	684.4815	Others
		683.3270	Other electromechanical appliances	683.3271	Other electromechanical appliances
36345 91	Electric toothbrushes	750.4020	Mechanical toothbrushes	750.4020	Mechanical toothbrushes
36345 96	Portable humidifiers				
36345 97	Knife sharpeners				
36345 98	Other small electric appliances, including curling irons, vibrators, etc.				

[1] Source: 1985 edition Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported From the United States.
[2] Source: Tariff Schedules of the United States Annotated (TSUSA), 1985.
[3] Not exactly comparable as imports and exports include some nonelectric as well as electric blankets.

DESCRIPTION OF SURVEY

Scope of Survey. This survey covers manufacturers of electric housewares and fans in the United States.

Survey Methodology. The statistics in this publication were collected by mail on Bureau of the Census annual Form MA36E, Electric Housewares and Fans. The survey panel includes all known manufacturers of electric housewares and fans, approximately 140 companies.

Reliability of Data. Survey error may result from several sources: (1) inability to obtain information about all cases in the survey; (2) response errors; (3) definitional difficulties; (4) differences in the interpretation of questions; (5) mistakes in recording or coding the data obtained; and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail logic edits. Missing figures are imputed based on yearly movements shown by reporting firms. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is not precisely known but is assumed to be small. The degree of uncertainty regarding the accuracy of the published data, however, increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

Revisions to Previous Period Data. Statistics for previous years may be revised as the result of corrected data from respondents, late reports for which imputations were made as described above, or other corrections. Figures which have been revised by more than 5 percent from previously published figures are indicated by footnotes.

Revisions include changes to prior period data resulting from reconciliation of the results of this survey with the 1984 Annual Survey of Manufactures to correct differences in reported data between the two series and to identify and verify new establishments included in the scope of this survey. Table 3 presents a comparison of data from the two series by census product class following the reconciliation.

Adjustment for Price Change. All dollar figures included in this publication are in current dollars; i.e., they have not been adjusted for price change.

EXPLANATION OF TERMS

Quantity and Value of Shipments. The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and returns. Shipments to a company's own branches are assigned the same value as comparable sales to unaffiliated customers; i.e., the value includes an appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

COMPARISON OF EXPORT, IMPORT, AND DOMESTIC OUTPUT DATA

The Standard Industrial Classification (SIC) system used for domestic output and the statistical export and import commodity classifications were developed independently. This results in considerable difficulty in comparing the three types of data for many commodity areas. The domestic output classification is based on type of industry; on the other hand, the export and import classification system is more materials oriented. Also, there are a substantial number of imported commodities which have no comparable domestic output classification. The relationships shown in this report should be considered only as approximations, since, in addition to the problems mentioned above, there are also the following problems affecting the comparability of the three sets of data.

Valuation. There are different methods of valuation for the three types of data:

- *Domestic Output*— Valued at the point of production. It includes the net sales price, f.o.b. plant, after discounts and allowances, exclusive of freight charges and excise taxes.

- *Exports* – Valued at the point of exportation. It includes the selling price, or cost if not sold, and inland freight, insurance and other charges to the export point.
  Estimated producers' values of exports have also been developed. These values more closely approximate the values reported for domestic output because they exclude freight, insurance, and other charges applied from the producing plant to the export point.

- *Imports*— Valued at the first port of entry in the United States. It includes c.i.f. (cost, insurance, and freight), duty, and other charges to the import point.

Duplication in Quantity and Value of Output. Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at four-digit

or broader levels may be understated. Where duplication is known to be substantial, the output data are appropriately noted in the table.

Low-Value Export and Import Transactions. Detailed commodity information is not included for individual export shipments valued at not more than $1,000. Generally, detailed commodity information is not included for individual import shipments valued at not more than $1,000. For textiles and textile products, gloves, footwear, and miscellaneous rubber and plastic products, detailed commodity information is not included for individual import shipments valued at not more than $250. This is believed to have only negligible effects on the statistics for the bulk of the commodities.

Manufacturers' Shipments, Not Specified by Kind. The value of manufacturers' shipments at the four-digit industry level often includes a small amount which is not distributed among the individual five-digit product classes. Export and import percentages at the more detailed levels might, therefore, be slightly overstated.

Time Lag Between Output and Exports. There will be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported, especially when intermediaries (wholesalers, exporters, etc.) are involved. Ordinarily, this type of discrepancy is insignificant in annual figures.

"Direct" vs "Total" Commodity Exports and Imports. Export and import data do not include materials which are incorporated into other more finished products and exported or imported in finished form. Thus, by showing only direct exports and imports, the relation of exports to output and imports to apparent consumption for intermediate products is considerably understated.

Used Commodities. With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in tra[illegible].

Geographic Area of Coverage. Import and export data reflect the movement of merchandise into and out of U.S. foreign trade zones, the U.S. Virgin Islands, and the U.S. customs territory (includes the 50 States, the District of Columbia, and Puerto Rico).

HISTORICAL NOTE

Data on electric housewares and fans have been collected by the Bureau of the Census since 1962. Historical data may be obtained from Current Industrial Reports available at your local Federal Depository Library. A list of these libraries may be obtained from the Bureau of the Census regional offices:

Office	Telephone
Atlanta, Georgia	(404) 881-2271
Boston, Massachusetts	(617) 223-2327
Charlotte, North Carolina	(704) 371-6142
Chicago, Illinois	(312) 353-6251
Dallas, Texas	(214) 767-0621
Denver, Colorado	(303) 234-3924
Detroit, Michigan	(313) 226-7742
Kansas City, Kansas	(816) 374-4601
Los Angeles, California	(213) 209-6616
New York, New York	(212) 264-3860
Philadelphia, Pennsylvania	(215) 597-4920
Seattle, Washington	(206) 442-7828

RELATED REPORTS

The Bureau of the Census publishes the following related reports:

Series	Frequency	Title
Current Industrial Reports		
MA36F	Annually	*Major Household Appliances*
MA36M	Annually	*Radio and Television Receivers, Phonographs, and Related Equipment*
Other Industry Reports		
M3-1	Monthly	*Manufacturers' Shipments, Inventories, and Orders*
(AS)	Annually	Annual Survey of Manufactures (ASM)
(MC)	Quinquennially	Census of Manufactures
Foreign Trade Reports		
FT410	Monthly	*U.S. Exports—Schedule E—Commodity by Country*
FT135	Monthly	*U.S. General Imports—Schedule A—Commodity by Country*

CONTACTS FOR DATA USERS

Subject Area	Contact	Phone Number
Current Industrial Report MA36E	Louise Beckett	(301) 763-4085
Manufacturers' Shipments Inventories, and Orders	Ruth Runyan	(301) 763-2502

Subject Area	Contact	Phone Number
Classification System Comparability	James Kristoff (ESD)	(301) 763-1935
Foreign Trade publications	Paul E. Herrick	(301) 763-5200
Census/ASM	Ted McGrath	(301) 763-5752
To order a Census Bureau publication	Customer Services (DUSD)	(301) 763-4100
International Trade Administration	John Harris	(202) 377-1178

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